

# Selling Customers on Healthy Produce

by David Weinstock and Curt Harler

**D**espite having one of the highest standards of living in the world, Americans don't eat very well. Many eat too much. According to research completed by the Trust for America's Health of Washington, D.C., more than one-third of adults and nearly 17 percent of children in the U.S. are obese.



Spring produce from Tanksley Farm (Mineola, Texas) at the Historic Longview Farmers Market, including mizuna, romaine, turnips, rainbow chard, beets and radishes.

PHOTOS BY COURTNEY WEST, SWEETMISCELLANY.BLOGSPOT.COM, UNLESS OTHERWISE NOTED.

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As a result, one of the growth industries in this country is nutrition consulting. Professionals in this field help clients eat more nutritious foods and create lifestyles designed to help them be healthier and live longer.

This market sector represents a substantial growth and profit opportunity for U.S. fruit and vegetable growers.

## A personal revelation

There are 22 organic farmers in East Texas who owe their increased incomes, at least in part, to a nutrition consultant from Longview, Texas. Their experience could provide a road map for other small growers who want to expand into a high-reward area.

An East Texan who left the Lone Star State for New York City and then returned to help her ailing mother, Danielle Heard was one of the spark plugs that helped grow a local organic market. She wanted a

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